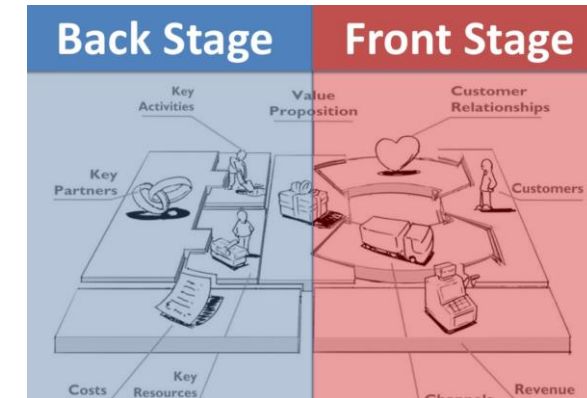


Group Work – Fill the Business Model Canvas

1. Find together in a group of max 5 students
2. Describe the business model of the following companies using the “Business Model Canvas” method
3. Fill in the BMC template

→ You have 50 minutes for steps 2+3

4. Be ready to present the BMC to the other students afterwards



Group

1

ZARA

Group

2

NETFLIX

Group

3

facebook

Group












4

Google

Group

5

UBER

Key Partners 	Key Activities 	Value Proposition 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 			Revenue Stream 	
Eco-Social Costs 			Eco-Social Benefits 	

<div>Key Partners</div> <div><ul style="list-style-type: none">Who are our Key Partners?Who are our key suppliers?Which Key Resources are we acquiring from partners?Which Key Activities do partners perform?</div> <div>Motivations for partnerships:<ul style="list-style-type: none">Optimization and economyReduction of risk and uncertaintyAcquisition of particular resources and activities</div>	<div>Key Activities</div> <div><ul style="list-style-type: none">What Key Activities do our Value Propositions require?Our Distribution Channels?Customer Relationships?Revenue streams?</div> <div>Categories<ul style="list-style-type: none">ProductionProblem SolvingPlatform/Network</div>	<div>Value Proposition</div> <div><ul style="list-style-type: none">What value do we deliver to the customer?Which one of our customer’s problems are we helping to solve?What bundles of products and services are we offering to each Customer Segment?Which customer needs are we satisfying?</div> <div>Characteristics<ul style="list-style-type: none">NewnessPerformanceCustomization“Getting the Job Done”DesignBrand/StatusPriceCost ReductionRisk ReductionAccessibilityConvenience/Usability</div>	<div>Customer Relationships</div> <div><ul style="list-style-type: none">What type of relationship does each of our Customer Segments expect us to establish and maintain with them?Which ones have we established?</div> <div>Examples<ul style="list-style-type: none">Personal assistanceDedicated Personal AssistanceSelf-Service Automated ServicesCommunitiesCo-creation</div>	<div>Customer Segments</div> <div><ul style="list-style-type: none">For whom are we creating value?Who are our most important customers?</div> <div><ul style="list-style-type: none">Mass MarketNiche MarketSegmentedDiversified</div>
	<div>Key Resources</div> <div><ul style="list-style-type: none">What Key Resources do our Value Propositions require?Our Distribution Channels? Customer Relationships?Revenue Streams?</div> <div>Types of resources<ul style="list-style-type: none">PhysicalIntellectual (brand patents, copyrights, data)HumanFinancial</div>	<div>Channels</div> <div><ul style="list-style-type: none">Through which Channels do our Customer Segments want to be reached?Which ones are most cost-efficient?How are we integrating them with customer routines?</div> <div>Channel phases:<ol style="list-style-type: none">Awareness How do we raise awareness about our company’s products and services?Evaluation How do we help customers evaluate our organization’s Value Proposition?Purchase How do we allow customers to purchase specific products and services?Delivery How do we deliver a Value Proposition to customers?After sales How do we provide post-purchase customer support?</div>		
<div>Cost Structure</div> <div><ul style="list-style-type: none">What are the most important costs inherent in our business model?Which Key Resources are most expensive?Which Key Activities are most expensive?</div>		<div>Revenue Stream</div> <div><ul style="list-style-type: none">For what value are our customers really willing to pay?For what do they currently pay?How are they currently paying?</div>		